

First international lead poisoning prevention week of action



World Health
Organization

Background

- GAELP identified a lead poisoning prevention awareness campaign as a key activity area
 - Supported by ICCM3
 - Day extended to a week of action
 - To take place in the last full week of October (Sunday-Saturday)
- Lead Poisoning Prevention Campaign aims to:
 - Raise awareness about lead poisoning
 - Highlight efforts to prevent childhood lead poisoning
 - Urge further action to eliminate lead paint
- Date of first week of action – 20-26 October 2013



Support provided for national campaigns

- GAELP partners provided customisable posters, flyers, web banners, icons
- Materials provided in Arabic, Chinese, English, French, Russian & Spanish
 - Disseminated on WHO website
- Some funding provided for activities in countries
- Organizers asked to register events on WHO website



International Programme on Chemical Safety

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[Health impacts of chemicals](#)

[Tools for assessing chemical risks](#)

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International lead poisoning prevention week of action



Lead poisoning is entirely preventable, yet lead exposure is estimated to account for 0.6% of the global burden of disease, with the highest burden in developing regions. Childhood lead exposure is estimated to contribute to about 600 000 new cases of children with intellectual disabilities every year. Even though there is wide recognition of this problem and many countries have taken action, exposure to lead, particularly in childhood, remains of key concern to health care providers and public health officials worldwide.

↓ Report on 2013 campaign outcomes
pdf, 4.64Mb

[About the campaign](#)

143 000

or 0.6% of the global burden of disease from lead exposure.

Lead exposure
pdf, 245kb

600 000

new cases every year of children with intellectual disabilities from lead exposure.

Childhood lead poisoning
pdf, 1.65Mb

Over

of children lead live in countries

Chemical



Campaign materials

Frequently asked questions

- ↓ Arabic pdf, 204kb
- ↓ Chinese pdf, 373kb
- ↓ English pdf, 96kb
- ↓ French pdf, 63kb
- ↓ Russian pdf, 130kb
- ↓ Spanish pdf, 97kb

Technical resources

Ten chemicals of major public health concern - Lead

Global Alliance to Eliminate Lead Paint

Fact sheet on Lead poisoning and health

Event registration

Tell us about your event for the campaign

List of events

Lead topic in WHO Regional Offices

[WHO South-East Asia Region](#)

العربي 中文 English Français Русский Español



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Share Print

Campaign materials

Posters

Posters are provided in a modifiable format. Event organizers are encouraged to adapt the text in the posters to reflect their local campaign.

Size 18 x 24

↓ Chinese ppt, 329kb | ↓ English ppt, 350kb | ↓ French ppt, 333kb | ↓ Russian ppt, 336kb | ↓ Spanish ppt, 336kb

Size 8.5 x 11

↓ Chinese ppt, 334kb | ↓ English ppt, 352kb | ↓ French ppt, 339kb | ↓ Russian ppt, 341kb | ↓ Spanish ppt, 341kb

Icons for use in local campaign materials

↓ Chinese jpg, 60kb | ↓ English jpg, 63kb | ↓ French jpg, 55kb | ↓ Russian jpg, 53kb | ↓ Spanish jpg, 58kb

International Programme on Chemical Safety > International lead poisoning prevention week of action 20-26 October 2013



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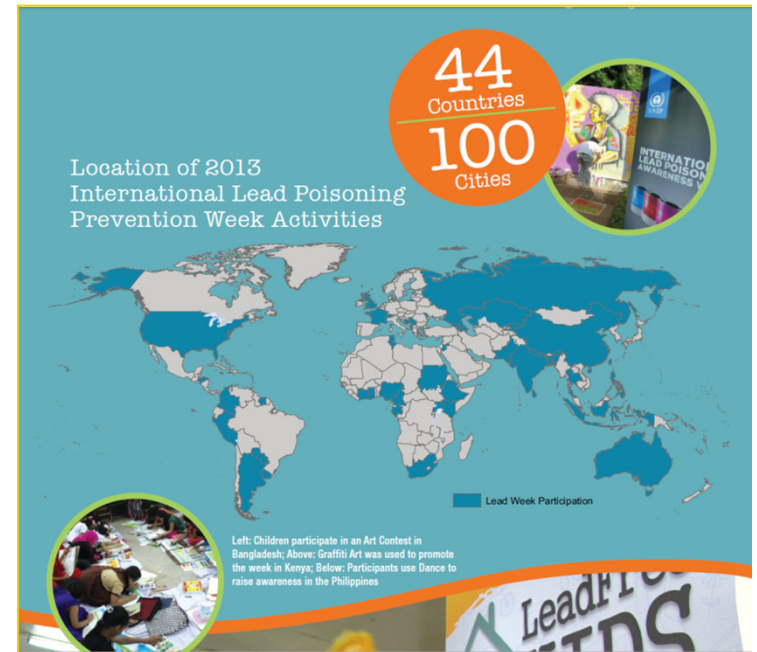
WHO Regional Offices

[WHO African Region](#)
[WHO Region of the Americas](#)
[WHO South-East Asia Region](#)
[WHO European Region](#)
[WHO Eastern Mediterranean Region](#)
[WHO Western Pacific Region](#)

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Good response to first week of action

- Activities in 100 cities in 40 countries
- Plus: news articles and media reports on dangers of lead paint in 6 more countries
- Message shared across >50 countries



Examples of materials

Java Ndërkombëtare e Veprimit për Parandalimin e Helmimeve nga Plumbi
20 –26 Tetor, 2013

Të eliminohet Plumbi në Bojra

Plumbi është helm. Ai ka pasoja serioze për shëndetin.

- ✓ Nuk ka nivel të sigurt të ekspozimit ndaj plumbit;
- ✓ Plumbi është veçanërisht i dëmshëm për fëmijët dhe gratë shtatzëna, pasi dëmton trurin dhe sistemin nervor në zhvillim të fëmijëve;
- ✓ Plumbi hyn në organizëm kryesisht përmes gojës dhe frymëmarrjes së grimcave të vogla.

Ju dhe fëmijët tuaj mund të jeni të ekspozuar ndaj plumbit

- ✓ Në shumë vende plumbi është gjetur në bojrat që përdoren në shtëpi;
- ✓ Bojrat me plumb përdoren gjithashtu tek lodrat e fëmijëve, sheshet e lojra dhe produkte të tjera për fëmijë;
- ✓ Plumbi nga bojrat përfundon në pluhurat e shtëpisë.

Mbroni familjen tuaj

- ✓ Lani duart e fëmijëve për të larguar pluhurin e padukshëm të plumbit;
- ✓ Pastroni rregullisht shtëpinë për të larguar pluhurin dhe papastërtitë që mund të përmbajnë grimca plumbi;
- ✓ Kërko bojra pa plumb. Alternativat ekzistojnë.

http://www.who.int/ipcs/assessment/public_health/pb_campaign/en/index.html

La Alianza Global para Eliminar el Uso de Plomo en la Pintura (GAELP)

La Alianza Global para Eliminar el Uso del Plomo en la Pintura es un proyecto conjunto desarrollado por la Organización Mundial de la Salud (OMS) y el Programa de las Naciones Unidas para el Medio Ambiente (PNUMA).

Su objetivo general es evitar la exposición de los niños al plomo a través de pinturas que contienen plomo, y minimizar la exposición de las mujeres a la pintura con plomo.

Para más información:

http://www.who.int/ipcs/assessment/public_health/pb_campaign/en/index.html

http://www.unep.org/press/assessments/portal/3/lead_campaign/docs/index.html

http://www.unep.org/press/assessments/portal/3/lead_campaign/docs/index.html

El apoyo financiero para esta publicación fue

Alianza utilizada por GAELP en su Campaña Internacional de Prevención del Envenenamiento con Plomo en la Pintura – Año 2013

El objetivo general es evitar la exposición de los niños al plomo a través de pinturas que contienen plomo, y minimizar la exposición de las mujeres a la pintura con plomo.

Para más información:

http://www.who.int/ipcs/assessment/public_health/pb_campaign/en/index.html

http://www.unep.org/press/assessments/portal/3/lead_campaign/docs/index.html

http://www.unep.org/press/assessments/portal/3/lead_campaign/docs/index.html

El plomo en las pinturas, un riesgo que debemos evitar

Ministerio de Salud
Presidencia de la Nación

Organización Panamericana de la Salud
Organización Mundial de la Salud
Intersectorial América

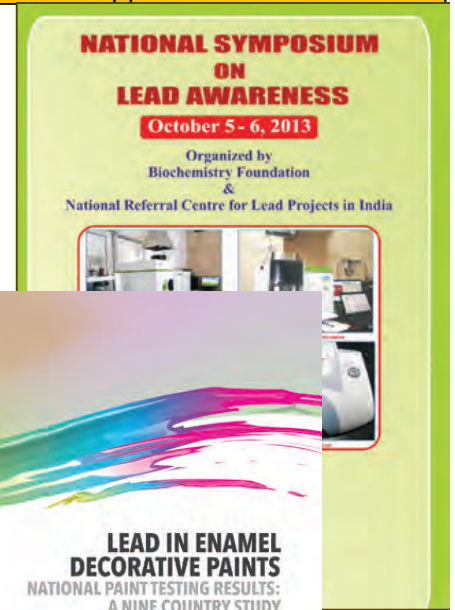


Examples of events

- Arts, e.g.
 - art contests, puppet shows, films, comic book, dance
- Science, e.g.
 - release of study report on lead in paints
 - blood screening
- Education programmes
 - parents, children, high-risk populations,
 - health personnel
 - construction workers



Children dance during an awareness event in the Philippines



Examples of events

- Social media
 - Facebook pages
 - Twitter #GAELPWeek
- Mass media
 - Radio interviews
 - Press releases
- Workshops
 - S East Asia Regional Meeting
 - Webinar in English & Spanish for Americas
- Petition to government



Donors & supporters

- German Ministry of the Environment, Nature Conservation, Building and Nuclear Safety
- ToxicLinks
- International Pediatrics Association
- International POPs Elimination Network (IPEN)
- US Environmental Protection Agency (EPA)
- US Centers for Disease Control and Prevention (CDC)
- World Health Organization HQ and Regional Offices
- United Nations Environment Programme (UNEP)
- And many local organizations



Second international lead poisoning prevention week of action



World Health
Organization

Second international lead poisoning prevention week of action

- 19-25 October 2014
- Customisable materials available
- Visual materials e.g. posters and icons in Chinese, English, French, Russian and Spanish
- Factual materials e.g. FAQs, Fact Sheets in 6 UN languages



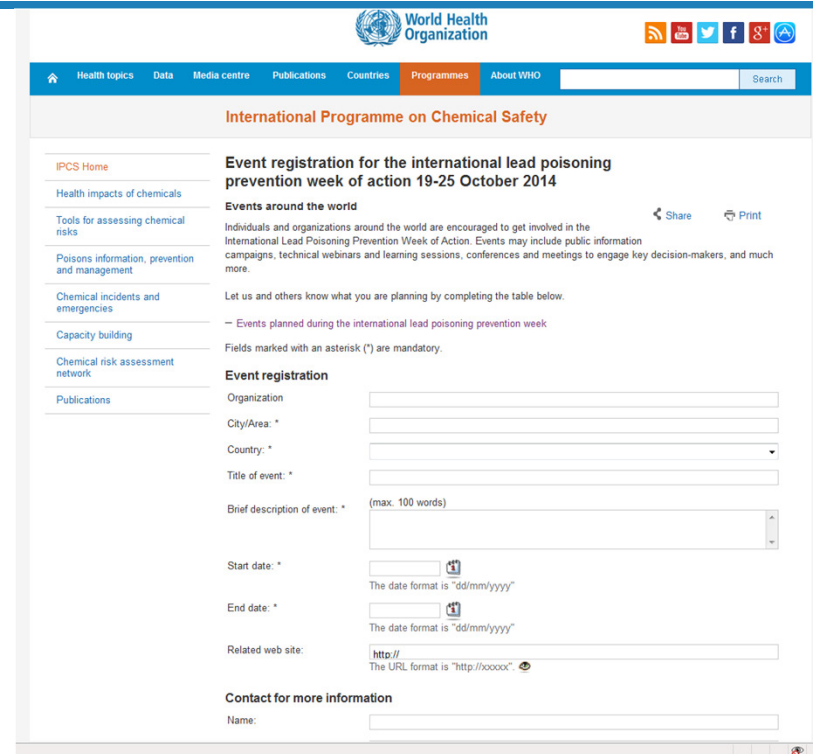
Example of activities

- Art competition on lead and prevention of exposure
- Developing & distributing leaflets for the general public
- Lead-awareness stand in a shopping precinct or market place providing information about lead
- Newspaper article or a radio interview about lead
- Run a Twitter discussion / Facebook page on lead
- Make a public commitment to introduce legally-binding restrictions on lead in paint



Lead action week – register

- What are you going to do?
- Register your event on the WHO webpage
- 27 events registered so far
- 2015 campaign on 25-31 October



The screenshot shows the WHO IPCS website with the following content:

- World Health Organization** logo and navigation menu (Home, Health topics, Data, Media centre, Publications, Countries, Programmes, About WHO).
- International Programme on Chemical Safety** header.
- Event registration for the international lead poisoning prevention week of action 19-25 October 2014** title.
- Events around the world** section with a "Share" and "Print" button.
- Text: "Individuals and organizations around the world are encouraged to get involved in the International Lead Poisoning Prevention Week of Action. Events may include public information campaigns, technical webinars and learning sessions, conferences and meetings to engage key decision-makers, and much more."
- Text: "Let us and others know what you are planning by completing the table below."
- Text: "Events planned during the international lead poisoning prevention week"
- Text: "Fields marked with an asterisk (*) are mandatory."
- Event registration** form fields:
 - Organization:
 - City/Area: *
 - Country: *
 - Title of event: *
 - Brief description of event: * (max. 100 words)
 - Start date: * (The date format is "dd/mm/yyyy")
 - End date: * (The date format is "dd/mm/yyyy")
 - Related web site: (The URL format is "http://xxxxxx")
 - Contact for more information: Name:

http://www.who.int/ipcs/lead_campaign/event_registration/en/